

## Advertising v/s Public Relation

Basis of difference	Public Relations	Advertising
<b>Definition</b>	<p><b>Advertising</b> is a mass communication of information intended to persuade buyers so as to increase maximum profits “By CA Kirkpatrick &amp; JE Littlefield</p> <p>“<b>A public relations is</b> a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”</p>	
<b>Objective</b>	Public Relations deals with image building of the organization	Advertising’s major objective is sale and profit maximisation
<b>Publics</b>	In Public Relation, the personnel deals with publics like internal and external	Advertisers majorly deals with cater to needs of consumers
<b>Types</b>	Financial PR, Celebrity PR, Brand PR, Company PR, etc. are different type of Public relations	Advertising can be categorised on the basis of geographic location, mediums, technology, etc.
<b>Tools</b>	A PR uses tools like press conference, press notes, advertorials, press invites, press communiqué, etc.	An advertiser uses all the mediums like electronic media, outdoor advertisements, indoor ads, print media, etc. for communicating with people.
<b>Departments</b>	PR company doesn’t have specified departments and is major run on the basis of outsourcing.	Creative, client servicing, media, research, accounts, etc. are the departments required for running the ad agency.
<b>Examples</b>	Some of the top notch PR agencies are like Fourth Estate, Genesis, Perfect Relations, etc.	Some of the famous ad agencies are like O&M, Crayons, Lintas, JWT, etc.